



Utah Motorsports Campus

## Tooele County Tourism Tax Grant – Request

**Name of Applying Organization:** Utah Motorsports Campus  
**Physical Address of Property:** 512 Sheep Lane, Erda, UT 84074  
**Primary Phone #:** 801-882-0607  
**Contact Person:** Dixon Hunt  
**Email Address:** [Dixon.hunt@umcampus.com](mailto:Dixon.hunt@umcampus.com)  
**Project Category:** Festivals & Events

TOOELE COUNTY CORPORATON  
CONTRACT # 20-11-21

**This grant request is for the 2020 UMC Oktoberfest Visitor Marketing**

### **Project Description:**

Utah Motorsports Campus (UMC) is the largest event venue and facility in the Tooele Valley, hosting public, private, and corporate events year-round. Under the new ownership, UMC has worked to diversify in what UMC "is"; rather than just a racetrack or motorsports facility, we've strived to become more of a multi-use event facility for events such as concerts, fun runs, festivals, conventions, etc. One of these outside the box ideas in 2020 is to host a multi weekend Oktoberfest on UMC's campus. This is a first-year event that's expected to attract tens of thousands of visitors over 3 weekends/6 days; many of which plan to stay overnight either on-site at UMC or at nearby hotels; we are working to block rooms out at nearby hotels to make sure we can track and promote guest stays. There has not been a similar style event like Oktoberfest in the Tooele Valley to date. UMC has already started marketing and investing in the event and has attracted over 8,100 people so far in pre-sign-ups for the event. We aim to make this a large and successful event that can occur on an annual basis at UMC. Given the current COVID restrictions/guidelines UMC will make sure to follow protocol to have no more than 6,000 guests onsite per-day. With the current level of interest, we're seeing, we hope this will be an attainable goal to have up to 12,000 guests onsite per weekend, over a three-weekend period; potentially bringing up to 36,000 guests to UMC, most of which are from outside Tooele County (with the data we have collected so far). This event will provide a picture-perfect and not to mention FUN experience for non-Tooele Valley residents who will want to return to the valley time and time again. These tourism funds would be used to help us reach the goal of 36,000 guests at UMC Oktoberfest.

**Qualifying Statement: How does this project satisfy the following tourism grant program objectives:**

#### **1. Increases tourism participation among those that live outside Tooele County:**

- a. **Local Geography:** This campaign is focused across much of Northern Utah; from Provo area to Logan. It is being promoted via digital marketing, social marketing, radio, billboards, traditional advertising and public relations. This the only Oktoberfest event to be taking place in the state of Utah for 2020 so organic word of mouth has been travelling tremendously on Facebook and Instagram. Additional money to market the event will lead to a larger reach on social channels.
- b. **National Geography:** We are also targeting nearby states to attract visitors to come to Utah/Tooele Valley to spend the weekend, because of the unique and memorable events that UMC is beginning to host. With the EDM concert hosted last weekend, people travelled all over the country to experience it, as it was one of the only events of that nature to happen. The UMC Oktoberfest falls into the same category; it's the only event of its nature to be happening within a wide radius in the west.
- c. **Strategic Partnerships:** We have partnered up with Salt Flats Brewery to help boost and promote this event. We also are partnering up with local vendors as well as Bonneville Brewery in Tooele to be in attendance for our event. By partnering with local business, we are creating a wider network of reach and promotion.

**2. Increase overnight lodging and/or restaurant sales, thereby increasing future funding of the program:**

- a. We aim to increase overnight lodging and restaurant sales through the following outlets:
  - i. We have acres of RV camping and tent camping for this event and this event goes over 3 full 2-day weekends which will encourage people stay the weekend and increase spending in the county at local restaurants. We've already seen a tremendous interest in RV bookings for this event from patrons outside of Tooele County. The final numbers and data can be released post-event. Our RV camping also offers a welcome relief if and when local hotels are at max capacity. We are also promoting people to stay overnight to enjoy the full 2-day weekend.
  - ii. With the interest in RV camping, this lends itself to guests needing to buy food, fuel, etc. at local stores and restaurants, as most guests are out of County. We plan to work with local business owners to allow them to promote their goods and services at the event in order to make those staying in RVs aware of the amenities around them.
  - iii. We're working with local hotels to designate one or several "partner hotels" for the event that would offer a discounted rate for guests traveling to the event.

**3. Data:** We are currently collecting names, emails, and zip codes for participants in order to geo track where they're coming from. This full list will be provided to Tooele County post-event to show the data. The current list is available upon request.

**Project Timeline:**

The decision to host the event was made after Snowbird had to cancel their event. Since then, UMC has begun planning, marketing, working with local municipalities and departments, and doing all due diligence to make sure we can host a safe, fun event. We've also brought a project manager on-board for three months in order to handle all planning and logistics of this event, as it's a full-time job planning and executing the event. The project planning began in early August and will continue through the end of October 2020. The bulk of event marketing is being done through September and early October 2020.

**Project Manager:**

Oktöberfest is being led by a skilled Event Manager named Molly Bliton. Molly was brought in on a contract basis to fill the large ask and needs of an event like Oktoberfest. Molly has years of background executing events around the country. She has worked Snowbird's Oktoberfest and many other events and has a breadth of knowledge to bring to the table. Her resume is below:

**"Experience creator focused on nurturing and nourishing a healthy community.**

15+ years managing and directing projects in a variety of industries from major retail to small single event companies. Dynamic capabilities: relationship building with small companies and communities, managed million-dollar budget/inventory for one of the largest grocery retailers in the US, and affinity to the health and fitness industry.

Looking for an opportunity to build community and encourage self, family, and community well being while using my skills in management, communication, and community building.

**Education and Training**

2020 Certified Food Manager  
2008 Bachelor's in Business Management; University of Phoenix  
2006 and 2012 Real Estate License

## **Experience**

**5/2019 – Present    Owner, Molly's Fork, Ogden, Utah**

- Owner/operator of healthy fast food and keto meal prep service
- Ensured preparation, handling, cooking, packing, delivery met FDA and USDA requirements
- Created and developed recipes and weekly menus
- Created and manage ordering and fulfillment process
- Developed full Business Plan and pro forma

**11/2016 – Present (laid off)    Partnerships/Project Manager, Event Management Solutions Group, Ogden, Utah**

- Venue vetting, relationship building, and planning
- Brand/Online marketing strategy for multiple brands
- Project Management of events from hundreds of attendees to thousands of participants
- Permitting - State, County, and City levels
- Equipment rental and coordination
- Sponsorship Relations and Sales – cold and warm relationship building with potential sponsors, contract negotiation, and contract fulfillment strategy
- Created and controlled large event budgets while working in many states throughout the US

**6/2014 – Present    Ragnar Warrior, Ragnar Relay Series, Great Salt Lake City Area, Utah**

- Marketing agent/coordinator for grass roots marketing venture
- Built and maintained relationships with local retail stores and company partners
- Coordinated, planned, and executed multiple brand promotions and marketing events
- Recruited hundreds of runners and multiple teams to expand company influence/promote company brand
- Developed and executed local marketing strategy; promoted social media marketing

**11/2013 – 3/2020    Brand Manager, Peak Performance – The Running Store, Ogden, Utah**

- Store manager, brand promoter, and community outreach coordinator at local shoe store
- Manage daily store operations, customer relations, vendor relations, and employee scheduling
- Developed community outreach; Created local events and promotions; Manage brand/online marketing
- Created and maintained weekly running group, monthly newsletter, customer follow-up procedure

**7/2015 – 6/2016    President/Owner, Fibonacci Fine Arts, Great Salt Lake City Area, Utah**

- President/Owner of Fibonacci Fine Arts and Publisher of Fibonacci Fine Arts Digest
- Promoted fine arts and culture of the Mountain West becoming a hub in the arts/culture community
- Created network/scouted new and hidden talent via exhibitions, art strolls, gallery openings
- Networked with advertisers, event staff/coordinators and high-end resort destinations for product placement and marketing opportunities
- Leveraged social media and digital marketing to grow following

**6/2012 – 5/2013    Relator, The Franklin Group Real Estate, Weber County, Utah**

- Compared properties with similar properties to meet buyers needs and assist seller in listing
- Promoted sales of properties via advertisements, open houses, and online platforms
- Contract offers, acceptance, and negotiations

**2/2002 – 6/2012    Assistant Store Director, Smith's Food & Drug Centers, Weber County, Utah**

- Managed approximately 150 employees in 6 different departments
- Managed scheduling based on sales and customer needs, while keeping team needs as a priority
- Managed \$million budget – including labor, supplies, product vs sales, shrink, etc.
- Maintained company wide and local merchandising plans/schematics
- Enhanced employee quality of life with accountability/engagement programs (SmithsFit Health and Wellness)

## **References**

Professional: Micheline Toller, District Floral Director, Kroger (801) 710-4071

Professional: Brenda DellaBon-Eisenhour, Credit Analyst, Wells Fargo (801) 719-9038

Community (personal): Karen Mogridge, Chief Product Manager, ArbiterSports (662) 801-0176"

**What internal controls exist to monitor the use of awarded funds, additional requirements or restrictions?**

Execution of the campaigns will happen between the collective marketing team at UMC but all billing, invoicing, and monetary tracking will go through the UMC CFO who is also a licensed CPA.

**Total Cost of Project: \$40,000**

**Requested Tourism Tax Grant Amount: \$20,000 (half the total budget even though more than 65% of attendees are expected to be from out of the valley)**

**Budget Breakdown:**

1. Social Media & Digital: \$15,000 (very trackable ROI and where we have seen the majority of guests come from throughout 2020)
2. Radio & Similar: \$10,000 (reaches an alternative audience, typically one that isn't as engaged in social media as others)
3. Billboards: \$10,000 (reaches a huge, daily demographic of all ages)
4. Public relations campaigns: \$5,000 (reaches other niche demographics and gives the right message about the event)
5. Total = \$40,00

## Tooele County Grant Request

Dixon Hunt <dixon.hunt@umcampus.com>

Wed 10/28/2020 2:10 PM

To: bonnevillmariner@gmail.com <bonnevillmariner@gmail.com>; denise.mcarthur@hilton.com <denise.mcarthur@hilton.com>; Carrie Cushman <carrie.cushman@yahoo.com>; Carrie Cushman <ccushman@21alphagroup.com>; Chad Fullmer <ckfcol@gmail.com>; Angelo Geovjian <geoangelo@aol.com>; Angelo@american-burgers.com <Angelo@american-burgers.com>; Russ Steadman <russheidisteadman@yahoo.com>; Tracy Shaw <alouette98@yahoo.com>; ckfcl@gmail.com <ckfcl@gmail.com>; Russ Steadman <russ@steadmans.net>  
Cc: smline.tooelecounty@gmail.com <smilne.tooelecounty@gmail.com>

📎 1 attachments (178 KB)

Oktoberfest Zip Code List.csv;

Hello TTAB,

Here is the breakdown of: marketing costs, attendees, and locale of vendors. On the vendor side, the reason you see more of them from outside of Tooele County, is because nine of the breweries included in that number are from the Salt Lake Valley, as Tooele Valley only has one brewery. Let me know if you need anything else.

1. Marketing Costs: (70% of spend was targeted outside of Tooele County; specifically, from Southern Idaho to West Wendover to Park City to South of Provo)

- a. \$15,971: Facebook and Instagram Ads
- b. \$10,524: GoogleAds
- c. \$9,000: Radio Ads/Promos/Partnerships
- d. \$3,950: Digital Billboards
- e. Total: \$39,445

2. Zip code list is attached.

- a. 76% of zip codes were from out of Tooele County
- b. 24% were from within Tooele County

3. Total of 27 vendors

- a. 20 were from outside of Tooele County
- b. 7 were from within Tooele County

Thanks,

Dixon



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